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DOCKET NO. MET1.0025

PATENT APPLICATION

COMBINED DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION

As a below named inventor of an invention titled SYSTEM, METHOD, AND SOFTWARE APPLICATION FOR TARGETED ADVERTISING VIA BEHAVIORAL MODEL CLUSTERING, AND PREFERENCE PROGRAMMING BASED ON BEHAVIORAL MODEL CLUSTER, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name,

METHOD, AND S	listed below) of the subj OFTWARE APPLICAT	ect matter which is claimed as ION FOR TARGETED ADV	only one name is listed below) or an original, first and joint inventor and for which a patent is sought on the invention entitled SYSTEM, ERTISING VIA BEHAVIORAL MODEL CLUSTERING, AND CLUSTER the specification of which (check one)
	us attached her was filed on	reto	Application Serial No
as amended by any a	I hereby state that I hav amendment(s) referred to		contents of the above-identified specification, including the claims,
Title 37, Code of Fe	I acknowledge the duty deral Regulations, Sec. 1	to disclose information which .56(a)	is material to the examination of this application in accordance with
or inventor's certific pefore that of the ap	I hereby claim foreign p ate listed below and have plication on which priority	also identified below any forei	United States Code, Sec. 119 of any foreign application(s) for patent gn application for patent or inventor's certificate having a filing date
Prior Foreign Appli	cation(s)	Priority Claimed	
Number Country	Day/Month/Year Filed	Yes No	
	I hereby claim priority b	penefits under Title 35, United	States Code Sec. 119(e) of the below listed United States provisional
application(s): 50/260,745	January 9, 20	001	
Appln. Serial No.	Filing Date		
by the first paragrap	t matter of each of the clai h of Title 35, United State ulations, Sec. 1.56(a) whice	ms of this application is not dis es Code, Sec. 112, I acknowle	Code, Sec. 120 of any United States application(s) listed below and, closed in the prior United States application in the manner provided dige the duty to disclose material information as defined in Title 37, are of the prior application and the national or PCT international filling
Appln, Serial No.	Filing Date Status (natented	

pending, abandoned)

DOCKET NO. MET1.0025

PATENT APPLICATION

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

I/(We) hereby appoint the following attorneys to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith: KENNETH L SHERMAN, Registration No. 33,783; MICHAEL ZARRABIAN, Registration No. 39,886; and MILORD KESHISHZADEH, Registration No. 43,333 of

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therewith, and all future telephone calls and correspondence should be directed and/or addressed to Kenneth L. Sherman, Sherman & Sherman.

Tel: (310) 789-3200
with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected

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hereby certify that this paper of fee is being deposited	CATE OF MAILING BY "EXPRESS MAIL" with the United States Postal-Service on-this, date: 1/9/02
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for Patents, Washington, D.C. 20231	^ /2
	· bull (Vila
(Type or print name of person mailing paper)	T. Miller Ville
(Type or print name of person mailing paper)	(Signature of person mailing paper)
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